

# PROSPER OMAHA

2014-2018

Leveraging Extraordinary Opportunities for the Region



# GOAL

The Greater Omaha Economic Development Partnership will drive growth of the region's strong, diverse economy, creating opportunities for all.

CREATE, GROW  
AND RECRUIT  
**BUSINESSES  
AND JOBS**  
IN THE REGION

**\$12.5 million**

ESTABLISH A WELL-  
RECOGNIZED,  
EXCITING **BRAND  
AND IMAGE** FOR  
GREATER OMAHA

**\$6 million**

CREATE A  
**BUSINESS CLIMATE**  
THAT IS CONDUCTIVE  
TO GROWTH

**\$2 million**

GROW, RETAIN  
AND RECRUIT THE  
**WORKFORCE**  
OF THE FUTURE

**\$2.5 million**



The Greater Omaha Chamber believes in the power of prosperity – not under our breath, but publicly, proudly and unapologetically. Prosperity is a good thing, a quality of life that allows us to accomplish goals we all hold dear: caring for the immediate needs of our families, securing a strong future for our children and ourselves, and affecting positive change in our community.

In 2013, the Chamber is launching Prosper Omaha, a bold new campaign aimed at creating opportunities not just for some – but for all. Given Greater Omaha's abundant resources – from its solid infrastructure to its enviable, central location – the Chamber strongly believes it has a charge to leverage the region's extraordinary opportunities to help all of Omaha work, prosper and grow.

Together, let's embrace Prosper Omaha, partner for its success, and strive for a metropolitan area that thrives – north, south, east and west. Is our vision too bold? Not at all. Timidity repels prosperity – so does complacency.

**IT IS NOW TIME TO MOVE ON TO ANOTHER SUCCESSFUL ERA OF ECONOMIC GROWTH.**

**PROSPER OMAHA**

**2014-2018**

We thank you for your past commitment to the economic growth of Greater Omaha. For 20 years the Chamber has concentrated its economic development efforts through Target Omaha and its successor, the Greater Omaha Economic Development Partnership (GO!) initiatives. Since 2004, GO! has funded the Chamber's economic development activities and provided resources to retain, expand and attract business, investment and employment.

The Partnership has driven economic growth for the region by successfully landing 391 projects, representing 22,235 jobs and more than \$4.1 billion in capital investment.

The nearly ten-year return on investment is tangible. Through 2012, for every \$1 invested in GO!, there was an annual impact of \$1,389 in direct capital investment and \$309 in direct wages.

**And now, through Prosper Omaha, we will**

**Build on past economic success**

**Accelerate future growth of the regional economy**

**Leverage Greater Omaha Chamber personnel expertise**

The end result, we're confident, will be a metropolitan region, bustling with new investment, where residents – community-wide – prosper with access to opportunity and quality, well-paying jobs.

We hope you share in our excitement as we continue our mission of bringing more jobs and investment to Greater Omaha.

Best regards,



Gary Rodkin  
Chief Executive Officer  
ConAgra Foods, Inc.  
Chairman, Prosper Omaha

David G. Brown  
President and CEO  
Greater Omaha Chamber

# FINANCIAL TARGET

## \$23 MILLION OVER 5 YEARS

**Return on Investment – For every \$1 invested**

**\$652**  
IN DIRECT  
CAPITAL  
INVESTMENT

**\$121**  
IN DIRECT  
WAGES

TAXES GENERATED BY  
PROJECTS' EMPLOYEES

**\$104.8 MILLION**

# OUTCOMES

Your contribution toward our  
**\$23 MILLION GOAL**  
plus **\$17.5 MILLION**  
from 3,200 Chamber members

## LEVERAGES:

**\$150 million venture  
and angel capital**

**\$98 million workforce  
development funds**

**\$40 million industrial park  
development resources**

**\$10 million  
land bank fund**

\$3 billion landed-project  
capital investment

12,000 new and retained jobs  
at or above median wage  
(\$397 million annually)

100 startups assisted

1,000 local small businesses  
assisted

300 projects landed, 50  
percent new to the region

World-wide brand and image  
recognition strengthened

5 new regional industrial parks  
completed

Housing development and  
renovation in East Omaha  
facilitated

Pro-business candidates for  
state and local office recruited

High school and  
postsecondary education  
attainment increased

Skilled employees for targeted  
industries increased

**Enhanced access to prosperity for all of Greater Omaha**



**SelectGreaterOmaha.com**

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The Greater Omaha Economic Development Partnership represents a five county area that includes the Greater Omaha Chamber (Omaha and Douglas County), Cass County Nebraska Economic Development Council, Gateway Development Corporation (Washington County), Greater Fremont Development Council (Dodge County) and Sarpy County Economic Development Corporation. This seamless regional economic development organization operates as a one-stop shop for economic development needs.

The Partnership, with its partners the Metropolitan Area Planning Agency, the Lincoln Chamber of Commerce and the Nebraska Department of Economic Development, through the I-80 Council promotes business growth and expansion along Interstate 80 between Omaha and Lincoln.